ANALYSIS OF DEIXIS IN STEPHEN COLBERT'S COMMENCEMENT SPEECH

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Abstract

The aims of this study is to determine the five types of deixis used by Stephen Colbert in his speech at the Wake Forest Graduating Class of 2015. In this study, qualitative descriptive methods was applied and video was choosen as the instrument of data collection. This data were analyzed based on deixis types suggested by Levinson (1983) and Yule (1996). The type of deixis most frequently used by Stephen Colbert in his speech was a person deixis totaling 232 words dominated by the word 'I am'. Time deixis 26 words, place deixis nine words, discourse deixis 48 words, and social deixis 34 words. With a total of 349 frequencies found in all five types of deixis in Stephen Colbert's commencement speech.

Keywords: Pragmatic, Deixis, Speech

INTRODUCTION

One example of the branch of pragmatic that will be examined in this study is deixis. According to Yule (1996), pragmatic is a study that learns the meaning of a language by a speaker or writer and is interpreted by listeners or readers.

In other words, pragmatic is a linguistic branch that learns the structure of languages between speakers and listeners. To understand a language expression required the knowledge of meaning and context of its usage. Pragmatics are related to communication tools about interactions that take into account the context used (Wibowo, 2018). In other words, pragmatics studies the meaning of the speaker or the meaning in the speaker and is external in relation to the context. More broadly, pragmatics are the rules of language use, the choice of language forms, and the choice of words tailored to the intent of the speaker in accordance with the context and circumstances. In this case, pragmatics includes if someone says *'what's up'* to their peers, but cannot use the word to an older person.

Rahardi (2020) define, pragmatic studies focus on interpreting the meaning of an utterance and speaker's meaning on a discussion. Topics within the pragmatic are implicature, presupposition, speech, acts, and deixis.

Here, researcher will analyze deixis in pragmatic. Yule (1996), deixis is a technical term (from Greek) for one the most basic things we do with utterances. It does mean 'pointing' via language. Any linguistic from used to accomplish this 'pointing' is called a deictic expression. When we notice a unfamiliar object and ask, *'what is that?'*, it means we are using a deictic expression *('that')* to indicate something in the immediate context. Levinson (1983:68) explain, deixis is part of pragmatics relating to the ability to use language or words in make the relationship and harmony between sentences with the context interrelated correctly. According to Levinson (1983), deixis are categorized into five types, they are person deixis (me, you, us, them, etc), time or temporal deixis (now, then, today, yesterday, etc), place or spatial deixis (here and there), discourse deixis (this or that), and social deixis (grandparents, students,

president, etc). Study of pragmatics about the relationship between language and context can be found in conversations, written texts, drama scripts or novels, poetry, song lyrics, etc (Purba, 2018). In deixis, there is a word or construction that is asked in accordance with the conversation and refers to something that is outside the language (Putri & Budiarsa, 2018). Referral or appointment can be given in the form or previously called anaphora. Reconciliation can also be directed to the form that will be referred to later which is interpreted by the word cataphora. Deixis study is a very clear way to express the relationship between language and context in the structure of language itself. Words like *me, you, they, here, today, this, that, students, teachers, presidents* are words deictic. The conclusion at the center of the conversation is the speaker.

a. Person Deixis
According to Yule (1996), person deixis clearly operates on a basic three-part division, exemplified by the pronouns for first person *'I'*, second person *'you'*, and thrid person *'she', 'he', 'it'* to designate the role of participants in conversation like the speaker himself or someone else being talked about.
Deixis person consists of three types. Namely first person, second person, and third person. First person is a type of person deixis who shows oneself as people involved. For example *I, me, my, myself, and mine*. First person can also show *we, our, ourself* as people involved. And then is second person. Second person refers to the second person involved. For example *you, your, yours, yourself, and yourselves*. The last is the third person. Third person refers to the third person involved. Like *it, its, he, him, his, she, her, they, them, their, themself*, etc.
Based on the definition above, personal deixis consists of speakers (people having a conversation), the recipient (the person who hears or answers conversation), and other people in the conversation. So when a conversation occurs, it consists of several roles as speaker, receiver, and others (third person).

b. Time or Temporal Deixis
The second type of deixis is time/ temporal deixis. We can use temporal deixis to indicate time *'now' and 'then'*. According to Levinson (1983: 62), time deixis refers to the time span of when the utterance was said. Time/ temporal deixis is stated in adverbs of time like *now, immediately, now, recently, today, tomorrow, yesterday* and more *specific time* (Sitorus & Herman, 2019). Examples of more specific times such as showing days, years, dates, and times.

c. Place or Spatial Deixis
We can use spatial deixis to indicate location *'here'* and *'there'*. All of these expressions depend on their interpretation, on speakers and listeners who share the same context. Anggraeny (2018) reveal, deictic expressions do have the most basic uses in spoken face-to-face interactions where speech will be easily understood by people who are on the spot, but requires translation for someone who is not there.

d. Discourse Deixis
The fourth is discourse deixis. Discourse deixis is a type of deixis that refers to discourses such as this or that. According to Levinson (1983: 85), discourse or deixic text refers to the use of expressions in several utterances to refer to some parts of the discourse that contain the utterances (including the utterance itself). Ainiyah et al., (2019), an example of the term deictic used here is this and that which can be used to refer to part of the discourse and to the previous section.

e. Social Deixis

And the fifth is social deixis. Social deixis refers to social relations or social differences. Levinson (1983: 63) says that social dexis refers to the encoding of social differences relative to the participant's role, specifically aspects of social relations that occur between the speaker and the listener. Social deixis is a kind of deixis related to social information encoded in a speech related to social relations between one participant and another participant (Jaya, 2019). The tools used for deixes include various forms such as nicknames, titles, addresses, pronouns for politeness, terms of heredity and honor.

Communicating in a conference is called a speech. Speech is very closely related to pragmatic. Sapir (1921) reveal, speech is a very familiar thing in everyday life in carrying out conversational activities that cannot be transferred even though moving from social group to another social group. In addition, the purpose of the speech is to convey important and useful statements to the audience clearly so that good speaking skills are needed (Rakhmyta, 2019). Stephen Tyrone Colbert is an American comedian, writer, and tv host. Colbert initially wanted to be a dramatic actor, but while studying at Northwestern University, Colbert was interested in improvised theater and became a comedian. In this project, the researcher analyzed five types of deixis that existed in Stephen Colbert's opening speech. Where this comedian gave a speech in the Wake Forest Graduating Class of 2015.

Based on the teori above, the researcher conclude speech is a process of communication through public speaking to give opinions, statements, instructions, and others. For being a listener must also prepare the mind to always focus on what is being presented because understanding speech is more than just listening.

After explaining some of the definitions above, the conclusion of this introduction is deixis has several parts, including person deixis, time or temporal deixis, place or spatial deixis, discourse deixis, and social deixis. Deixis can be analyzed in several ways, one of which is through speech.

METHOD

Descriptive qualitative method was applied in this study. According to Endraswara in Ayustina (2019), descriptive research is research that is explained in the form of words or numbers if needed, and not describe numerical analysis. The research process is carried out by formulating problems, collecting data, classifying, and explaining the results.

In this study, the data was taken from video of Stephen Colbert's commencement speech. The following are the steps of the researcher in conducting the analysis. First, researchers downloaded a video Stephen Colbert's commencement speech; then the researcher watched the video of the speech in detail; third, researchers repeat the video and make the speech script; and last, marking words included in various types of deixis.

After collecting speech video data, researchers analyzed in the following way; first, determine some expressions that are included in person deixis, time deixis, place deixis, discourse deixis, and social deixis; second, the researcher analyzes the data by counting the number of deixis contained in the speech video in the form of a table; then, give some sample sentences in each example of the kinds of deixis contained in the speech video; finally, the researcher interprets and describes the deixis analysis through qualitative descriptive analysis.

This study focuses mainly on deixis in Stephen Colbert's commencement sppech.

RESULTS AND DISCUSSION

Results

This study tried to determine the frequency in five types of deixis in Stephen Colbert's commencement speech as suggested by Levinson (1983) and Yule (1996). Namely person deixis, time/ temporal deixis, place/ spatial deixis, discourse deixis, and social deixis. The results and the number of frequencies and percentages of the five types of deixis in Stephen Colbert's commencement speech can be seen in table 1.

Table 1. The Total Frequency of Deixis in Stephen Colbert's Commencement Speech

No.	Type of Deixis	Frequency	Percentage(%)
1.	Person Deixis	232	66.48
2.	Time/ Temporal Deixis	26	7.44
3.	Place/ Spatial Deixis	9	2.58
4.	Discourse Deixis	48	13.76
5.	Social Deixis	34	9.74
	Total	349	100

Based on the table above, the result of analysis Stephen Colbert's commencement speech with five types of deixis; person deixis, time deixis, place deixis, discourse deixis, and social deixis. The total frequency of deixis in Stephen Colbert's commencement speech is 349. With 66.48% of person deixis, 7.44% of time or temporal deixis, 2.58% of place or spatial deixis, 13.76% of discourse deixis, and 9.74% of social deixis.

As mentioned earlier, person deixis are classified into first person, second person, and third person of deixis. The detail can be seen from the follow table.

Table 2. Example of Person Deixis in Stephen Colbert's commencement speech

	Person Deixis
First Person	*"**I** want to start by thanking the administration & the trustees for inviting **me** to speak."*
	*"**I'm** sure there are other things they've sacrificed but **I'm** gonna guess that money's the one they bring up most often."*
	*"Is there something you know about **my** new job that **I** don't? Please. Just tell **me**."*
	*"It is **my** responsibility as a commencement speaker to prepare you for what awaits you in the future."*
	*"**I** got so comfortable with that place, that role, those responsibilities that it came to define how **I** saw **myself**."*
	*"The only thing **we** can be sure will happen in 2016 is that **we'll** elect a new president."*
	*"Your job, Pro Humanitate, is to prove **us** wrong."*
Second Person	*"There's nothing **you** want on a chilly day like today than a nice scarf."*
	*"But as great as Wake Forest is, Wake is **your** past now."*
	*"Score **yourself** on a curve"*
Third Person	*"If you buy **it**, that means you needed **it**."*
	*"I'm sure there are other things **they've** sacrificed but I'm gonna guess that money's the one **they** bring up most often."*

*"I want to thank **them** for giving me an honorary Doctorate of Humanities."*
*"So, the locals asked **him** to lead **their** new university."*
*"**He** could haul sacks of grain at a college level."*
*"I'm reminded of one famous inventor who was ridiculed for **his** dream."*

It can be seen in the table above, there are many words found in Stephen Colbert's commencement speech. Person deixis in the first person, second person, and third person. The first person consists of two kinds, namely singular pronoun and plural pronoun. Singular pronoun consisting of *I, me, my, myself, and mine*. While the plural pronoun consists of *we, us, ourself, ourselves, our, and ours*. Second person is the second person involved. For example *you, yourself, yourselves, your, and yours*. And the last is the third person. Consists of *it, she, her, hers, he, him, his, they, them, their, themselves and themself*.

Time or temporal deixis to indicate time *'now', 'then'*, and more spesific time. The detail can be seen from the follow table.

Table 3. Example of Time Deixis in Stephen Colbert's Commencement Speech

Time Deixis
*"There's nothing you want on a chilly day like **today** than a nice scraf."*
*"And that between **now** and **then**, about this many people will run as the Republican nominee."*
*"I'll have to figure out how to do an hour-long show **every night**."*
*"**In 1962**, Wake Forest had the proud distinction of being the South's first major private school to integrate."*
*"And instead, I'd like to leave you with a bit of wisdom I picked up from a documentary I saw **this weekend**."*
*"But whatever happens, I think it's entirely appropriate that I'm the one talking to you **right now**."*

Based on the analysis can be seen the table above about the example time or temporal deixis. The analysis found that there were 26 frequencies of all words in Stephen Colbert's commencement speech. Some examples of time or temporal deixis found consist of *today, now* and *then, every night, this weekend, right now*, and *in 1962* to show a more specific time.

Place or spatial deixis to indicate location *'here'* and *'there'* or to indicate a place and location. The detail can be seen from the follow table.

Table 4. Example of Place Deixis in Stephen Colbert's Commencement Speech

Place Deixis
*"I have kids in **college**."*
*"Back then, of course, if you didn't get into the **Wake Forest Manual Labor Institute**, you could always settle for the **North Carolina Crushing Toil Academy**, which no, of course is known as **UNC**."*
*"In the late 19th century, this was among the first Southern schools to teach biology in a **lab**."*

*"It may seem counterintuitive now, but one you leave **here**, you may miss being graded on all your work."*
*"**There** he is. Right **there**."*

Based on the analysis results, only nine frequency of place or spatial deixis were found in Stephen Colbert's commencement speech. Place or spatial deixis focuses on here and there. However, place or spatial deixis has a wide range such as showing more specific places as in the example found in Stephen Colbert's commencement speech including *college, Wake Forest Manual Labor Institute, North Carolina Crushing Toil Academy, UNC*, and *lab*.

Discourse deixis to indicate *'this'* or *'that'*. The detail can be seen from the follow table.

Table 5. Example of Discourse Deixis in Stephen Colbert's Commencement Speech

Discourse Deixis
*"And I have to thank them for **this** thing around my neck."*
*"You don't know **these** days."*
*"I got so comfortable with **that** place, **that** role, **those** responsibilities **that** it came to define how I saw my self."*

The results of discourse deixis analysis found in Stephen Colbert's commencement speech amounted to 48 frequencies. Examples can be seen in the table above. *This, that, these,* and *those* are demonstrative which can act as pronoun (pronouns) or as demonstrative adjective (adjectives in the form of demonstrative words).

And last, social deixis to indicate social relation or social differences. The detail can be seen from the follow table.

Table 6. Example of Social Deixis in Stephen Colbert's Commencement Speech

Social Deixis
*"I want to thank them for giving me an honorary **Doctorate of Humanities**."*
*"And I especially want to thank the **University president, Nathan O**."*
*"**Grandparents**, just know this was the issue that divided a generation."*
*"Of course for you **grads**."*
*"And **students** spent half their day toiling in the fields."*
*"I want to give a shout out to **Mr. Dean Shore, the University barber**."*
*"The only thing we can be sure will happen in 2016 is that we'll elect a new **president**."*
*"You are your own **professor** now."*

Based on the table above, there are several examples of social deixis in Stephen Colbert's commencement speech. Found 34 frequencies of social deixis. Some examples, social deixis which mention names, combinations of titles and names; *University president, Nathan O*. Mention kinship terms such as *grandparents, grandchildren*, etc. And mention a call such as *grads, professors*, etc.

Discussion

Based on the results existed, the data above showed that there were some sentences that use five types of deixis. The type of deixis that is widely used in Stephen Colbert's commencement speech is the person deixis which found 232 frequencies.

The results of the analysis of time or temporal deixis, found 26 words in the speech. Whereas for place or spatial deixis has the fewest number which is only nine frequencies.

This means that Stephen Colbert rarely used place or spatial deixis in his speeches. For discourse deixis, there are 48 frequencies. And the last is social deixis, amounting to 34 frequencies. With the total number of the five deixis in Stephen Colbert's commencment speech is 349 frequencies. In other words, Stephen Colbert offenly uses person deixis in his speech, especially first person deixis. It is might be caused that in his speech, he mainly focused of himself as the topic speech. It is line with Yule (1996) that first person the first person is used by the speaker to himself or the group involved himself such as *'I'*, *'me'*, *'my'*, *'myself'*, and *'we'*.

CONCLUSION

The conclusion of this research is to study pragmatic which is focused on deixis in the use of language which includes speech acts, conversation interactions that are related to the intent of the speaker, context and circumstances. The researcher analyzed the five types of deixis consisting of person deixis, time or temporal deixis, space or spatial deixis, discourse deixis, and social deixis. Person deixis refers to people between speaker and listener. Time or temporal deixis refers to the relative time of the ongoing conversation. Place or spatial deixis refers to a relative location in a conversation. Discourse deixis refers to certain parts of an ongoing conversation. And social deixis refers to human social identity or social relations between humans. Of the five types of deixis, found 349 words in Stephen Colbert's commencement speech. Where Stephen Colbert uses more person deixis in his speech.

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